

25 February 1963

MEMORANDUM FOR: The DCI

VIA: The Executive Director

1. This memorandum is for information only.

25X1A9a 2. There was a meeting and a luncheon in the Jackson Room, Willard Hotel, at Noon 21 February 1963, hosted by McCormick Associates, Inc., Wyatt Building, Washington, D. C., for the National Civil Service League of New York. With me was [REDACTED] of Personnel who will handle ticket sales within the CIA for the Ninth Annual Career Service Awards Dinner to be held at 7 p.m., Tuesday, 26 March 1963, in Sheraton Hall, Sheraton-Park Hotel, Washington, D. C. Tickets will be \$7.50, and tables will be available to seat from eight to ten people.

3. Bernard L. Gladieux, a partner in Booz, Allen & Hamilton Inc., Chairman of the League's Executive Committee, Robert McCormick, of McCormick Associates, and James Watson, of the National Civil Service League, spoke at the luncheon. Walter Cronkite of CBS will be the speaker for the Civil Service League, and the Army Choir will entertain; the invocation will be by the Reverend Ernest Gordon, Dean of Princeton University Chapel.

4. There will be two long tables at the ceremony. The upper table will include Cabinet members, Senators, Congressmen, and the DCI or his representative, as well as the other Chiefs of Divisions of the Government whose employees are being honored. The lower long table immediately below the upper table and parallel to it will contain the ten award winners with their wives. Dress for the people at these two tables will be black tie; for those at the remaining tables, dress is optional. The wives of the people at the upper table, and in the case of the Agency, Mrs. McCone, will be seated with other wives at one of the tables on the main floor.

5. When the time arrives to introduce Mr. Arthur C. Lundahl, the plan is for the DCI to join Mr. Lundahl and to state: "I have the honor of presenting Arthur C. Lundahl of the CIA." Mr. Lundahl will not be required to make any remarks. This will be the procedure for all the ten award winners.

6. No official releases containing the names of the award winners is to be made within the Government, prior to 6 March 1963. The National Civil Service League, through McCormick Associates, Inc., will issue Press Releases for the morning papers of 5 March 1963. Tickets for the Director and his wife and for Mr. Lundahl and his family will be furnished by [REDACTED] who will handle all ticket arrangements as she has done on two previous occasions. There will be a private room off the Banquet Hall to which the Director and his wife and the Lundahls will be invited for a private reception before the Banquet.

25X1A9a

7. McCormick Associates, Inc, will issue all Press Releases concerning Mr. Lundahl and the CIA biographical data prepared by me and approved by the Executive Director, and glossy prints of Mr. Lundahl which have been provided to McCormick Associates. A copy of the biographical data and the glossy print of Mr. Lundahl has been furnished to Mr. Pforzheimer for his use to prepare a bulletin board type poster as was done on two previous occasions by him to assist in the sale of tickets within the Agency.

8. The names of the ten award winners, which are not to be made public within the Government before 6 March 1963, are attached hereto and marked Tab A. It is of interest to note that a Negro is one of the award winners. This seemed to please the promoters. He is Dr. Hildrus A. Poindexter, Chief Public Health Advisor of AID and a former professor at Howard University. James J. Rowley, Chief, United States Secret Service, is also expected to give the publicity some mileage. The Civil Service League pointed out that they give so many different awards now to Government workers that they must try even more than ever to get the very-top-flight people. They are extremely anxious to get a woman on the award list. Only two women were nominated this year, and neither made the grade. There were 90 nominations received. These were quickly reduced to 30, and after re-examination the list was reduced to 13. After much study, three were dropped and the final ten were selected.

9. It is understood that Mr. Lundahl will not be able to participate in television shows and panels, or to give interviews to the Press telling of his work with the CIA, particularly in the Cuban crisis. A CBS representative attended this meeting and expressed disappointment that they could not do a feature on Mr. Lundahl and his work on the Cuban aerial photographs. It is noted that Dr. Poindexter and James Rowley will be played up for Press knowledge.

10. A copy of the biographical material and glossy print has been furnished to the Director of Personnel for internal CIA publicity on or after 6 March 1963. Whatever dissemination is to be made to the Field will be determined by the Deputy Directors.

11. Attached hereto, Tab B, is the promotional memorandum for the Banquet of 26 March, the night of the presentation. Tab C is a fact sheet on the National Civil Service League and its principal officials; Tab D, a copy of the invitation to the people outside Government service; Tab E, the biographical data on Mr. Lundahl; Tab F, a glossy print of Mr. Lundahl.

STAMPED

Stanley J. Grogan  
Assistant to the Director

Enclosures

Distribution:

D/DCI	DER
D/Pers	CA
D/Sec	CI
DDI	Mr. Lundahl
DDS	Mr. Pfortzheimer
DDP	